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### **Poetic strategy and political strategy**

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#### **Abstract**

During the Indonesian election in 2018-2019, poetry has an important role as one of the political strategies. Through poetry on social media, politicians, especially from the opposition, criticized the policies and work of the government and incumbent presidential candidates as their political opponents. One of the opposition politicians who used poetry as his political strategy was Fadli Zon (FZ). In order to avoid the legal entanglement of ITE laws (information and electronic transactions) and humiliation to the president, the FZ used certain poetry rhetorical techniques. This paper examines how FZ's strategy in writing his political poems to criticize political opponents and avoid government legal panishment. To answer this question, a structural approach is used to find out how elements of poetic texts such as themes, diction, figurative languages and rhymes are arranged and chosen in such a way that they become an effective means of voicing criticism to political opponents and avoiding lawsuits. The result of this research is that FZ in his poems used 1) unclear subject/character, 2) intensive repetition of sound and 3) denotative and contextual dictions. By using those strategies, FZ's poem can avoid government lawsuits and still can deliver his political messages to audience effectively.

**Keywords:** Poetic strategy, Political strategy, Political poems